

TRANSPORTATION COMMISSION

December 14, 2011

Item 4E

Discussion

Estuary Crossing Shuttle Extension to Wind River

BACKGROUND

The City of Alameda, in cooperation with the City of Oakland, the Peralta Community College District and BikeAlameda, won two Bay Area Air Quality Management District Transportation Fund for Clean Air Regional Fund program grants to operate the Estuary Crossing Shuttle for two years with an option to apply for future year funding. The targeted shuttle users are bicyclists and students, faculty and staff from the COA and Laney College as well as the general public. The free service has 30-minute headways, and uses a 36-foot bus with capacity for 12 bicycles.

Currently, the shuttle travels between the cities of Alameda and Oakland stopping at the College of Alameda (COA), Marina Village/COA satellite campus (860 Atlantic Avenue) and Lake Merritt BART (near Laney College) during the weekday hours of 6:55 a.m. to 12:07 p.m. and 3:25 p.m. to 6:30 p.m. The Estuary Crossing Shuttle has an average of 150 daily boardings, 20 percent of which are bicyclists. Based on requests from the College of Alameda, the City has made minor schedule modifications to improve the service. The City is further looking into enhancing the service and the ridership to ensure that it is cost effective.

DISCUSSION

Public Works Department staff is proposing to extend the Estuary Crossing Shuttle to Wind River beginning Tuesday, January 3, 2012. Wind River is a large private sector employer (approximately 400 employees) located less than one mile from a current shuttle stop at 860 Atlantic Avenue. It has contributed into the City's Transportation Demand Management fund for many years. Additionally, the Wind River campus is not served by AC Transit service, and has no mass transit option or connection to Oakland or BART. As part of the Alameda Employee Survey in late 2010, Public Works Department staff received several concerns from respondents along Atlantic Avenue about the lack of transit.

An extension of the shuttle route in early January would work well with the Peralta Community College District schedule in that their Spring semester begins in January. College affiliates represent the majority of the current riders. This change also will provide a better vehicular turnaround area for the shuttle bus. There is sufficient time within the schedule to allow for an extension to Wind River. Public Works Department staff estimates that this extension could increase shuttle boardings by 50 to 80 per day.

Staff has established contact with Wind River employees. Wind River Human Resources staff is willing to market the shuttle to its employees as part of a comprehensive package on transportation alternatives, which would show a positive public/private partnership. The final decision on the exact location of the Wind River stop will be made by Wind River with input

from Public Works Department staff. Wind River and Public Works Department staff has discussed potential stop locations. The main criteria are adequate circulation and access, ADA compliance, visible and central location and ability to have future amenities such as a bench or informational kiosk.

Exhibit 1 shows the proposed new route, and Exhibit 2 shows the proposed new schedule. The shuttle would travel to 860 Atlantic Avenue's bus pull-out east of Challenger Drive (Stop #1) instead of the current parking lot turnaround location, would continue east along Atlantic Avenue to Wind River Way and stopping at Wind River (Stop #2), would return along Atlantic Avenue and then on Ralph Appezato Memorial Parkway stopping at the College of Alameda (Stop #3) and then would travel to Oakland's Lake Merritt BART station on Madison Street between 8th and 9th Streets.

BUDGET CONSIDERATIONS/FISCAL IMPACT

The total cost of the Wind River extension is estimated to be \$1,000, which includes the cost of revising, printing and distributing promotional materials, notifying the public and riders about the schedule changes and participating in a promotional event at Wind River. The shuttle service is funded for two years by BAAQMD's Transportation Fund for Clean Air Regional Fund and a local match from the City's Transportation Demand Management fund. The Public Works Department staff is pursuing more monies from grants, developers and other key stakeholders.

RECOMMENDATION

Staff recommends that the Transportation Commission review and provide comments on the Estuary Crossing Shuttle Extension to Wind River.

Exhibit 1: Estuary Crossing Shuttle Proposed Route with Wind River Extension



Exhibit 2: Estuary Crossing Shuttle Proposed Schedule with Wind River Extension

Current AM Schedule

| Mornings (6:55 a.m. to 12:00 noon) | | | | | |
|---------------------------------------|--------|-------------------------|--------|-----------------------|---------------|
| Marina Village: Atlantic | | COA Campus: Appezato | | BART: Lake Merritt | |
| Arrivals | Depart | Arrivals | Depart | Arrivals | Depart |
| 6:54 | 6:55 | 6:57 | 7:00 | 7:09 | 7:15 |
| 7:24 | 7:25 | 7:27 | 7:30 | 7:39 | 7:45 |
| 7:54 | 7:55 | 7:57 | 8:00 | 8:09 | 8:15 |
| 8:24 | 8:25 | 8:27 | 8:30 | 8:39 | 8:45 |
| 8:54 | 8:55 | 8:57 | 9:00 | 9:09 | 9:15 |
| 9:24 | 9:25 | 9:27 | 9:30 | 9:39 | 9:45 |
| 9:54 | 9:55 | 9:57 | 10:00 | 10:09 | 10:15 |
| 10:24 | 10:25 | 10:27 | 10:30 | 10:39 | 10:45 |
| 10:54 | 10:55 | 10:57 | 11:00 | 11:09 | 11:15 |
| 11:24 | 11:25 | 11:27 | 11:30 | 11:39 | 11:45 |
| 11:54 | 11:55 | 11:57 | 12:00 | 12:09 | drop-off only |



Proposed PM Schedule

| Mornings (7:00 a.m. to 12:07 noon) | | | | |
|---------------------------------------|---------------|-----------------|-----------------------|---------------|
| 860 Atlantic | Wind River | COA Appezato | BART: Lake Merritt | |
| | | | Arrive | Depart |
| | | 7:00 | 7:07 | 7:15 |
| 7:22 | 7:25 | 7:30 | 7:37 | 7:45 |
| 7:52 | 7:55 | 8:00 | 8:07 | 8:15 |
| 8:22 | 8:25 | 8:30 | 8:37 | 8:45 |
| 8:52 | 8:55 | 9:00 | 9:07 | 9:15 |
| 9:22 | 9:25 | 9:30 | 9:37 | 9:45 |
| 9:52 | 9:55 | 10:00 | 10:07 | 10:15 |
| 10:22 | 10:25 | 10:30 | 10:37 | 10:45 |
| 10:52 | 10:55 | 11:00 | 11:07 | 11:15 |
| 11:22 | 11:25 | 11:30 | 11:37 | 11:45 |
| 11:52 | 11:55 | 12:00 | 12:07 | drop-off only |

Current PM Schedule

| Afternoons/Evenings (3:25 p.m. to 6:30 p.m.) | | | | | |
|---|--------|-------------------------|---------------|-----------------------|--------|
| Marina Village: Atlantic | | COA Campus: Appezato | | BART: Lake Merritt | |
| Arrivals | Depart | Arrivals | Depart | Arrivals | Depart |
| 3:24 | 3:25 | 3:27 | 3:30 | 3:39 | 3:45 |
| 3:54 | 3:55 | 3:57 | 4:00 | 4:09 | 4:15 |
| 4:24 | 4:25 | 4:27 | 4:30 | 4:39 | 4:45 |
| 4:54 | 4:55 | 4:57 | 5:00 | 5:09 | 5:15 |
| 5:24 | 5:25 | 5:27 | 5:30 | 5:39 | 5:45 |
| 5:54 | 5:55 | 5:57 | 6:00 | 6:09 | 6:15 |
| 6:24 | 6:25 | 6:27 | drop-off only | no service | |



Proposed PM Schedule

| Afternoons/Evenings (3:30 p.m. to 6:30 p.m.) | | | | |
|---|---------------|-----------------|-----------------------|--------|
| 860 Atlantic | Wind River | COA Appezato | BART: Lake Merritt | |
| | | | Arrive | Depart |
| | | 3:30 | 3:37 | 3:45 |
| 3:52 | 3:55 | 4:00 | 4:07 | 4:15 |
| 4:22 | 4:25 | 4:30 | 4:37 | 4:45 |
| 4:52 | 4:55 | 5:00 | 5:07 | 5:15 |
| 5:22 | 5:25 | 5:30 | 5:37 | 5:45 |
| 5:52 | 5:55 | 6:00 | 6:07 | 6:15 |
| 6:22 | 6:25 | drop-off only | no service | |